

13 March 2023

Appointment of Non-Executive Director

Retail Food Group Limited (**RFG** or the **Company**) today announced the appointment of Michael (Mick) Bulley as a Non-Executive Director of the Company.

Mr Bulley holds extensive retail and small business experience. Having established his first business venture, an independent doughnut shop, in 1989, he grew that business to four stores over the following decade. He then identified enhanced scope for business growth under the Donut King brand system, and in 2002, commenced conversion of his stores to Donut King.

Since that time, Mr Bulley has opened six new Donut King stores, and has reinvigorated a further six outlets across multiple RFG Brand Systems. He was also a founding member of the Donut King Franchise Advisory Council and is a qualified pastry chef. He is passionate about developing systems and processes to improve retail business performance, whilst empowering young team members to achieve success within his retail store portfolio.

RFG Executive Chairman Peter George noted it had long been the desire of the Company to add further retail food experience to the Board when appropriate.

“The Board and I are delighted that Mick has agreed to join us. He brings over 30 years’ experience at the ‘coal face’ of retail food in Australia, the majority of which has been as a highly successful RFG multi-site Franchise Partner”.

“Mick’s appointment is aligned with the ‘franchisee first’ philosophy driving RFG’s turnaround journey. His appointment not only complements the breadth of capability and experience on the Board, but provides an invaluable insight into Franchise Partner experiences that will serve the Board and Company well in the future”, he said.

Mr Bulley will stand for election at RFG’s 2023 Annual General Meeting later in the year.

This announcement has been authorised by RFG’s Board of Directors.

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For further information, interviews or images, please contact:

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About Retail Food Group Limited:

RFG is a global food and beverage company headquartered in Queensland. It is Australia’s largest multi-brand retail food franchise manager, and is the owner of iconic brands including Gloria Jean’s, Donut King, Brumby’s Bakery, Michel’s Patisserie, Crust Gourmet Pizza, Pizza Capers, Cafe2U and The Coffee Guy. The Company is also a roaster and supplier of high-quality coffee products, supplied under the Di Bella Coffee brand. For more information about RFG visit: www.rfg.com.au